



## CLAIMS AMENDMENT SHEET

OPF

### WHAT IS CLAIMED IS:

1. (Original) A method for communicating a timing of ad broadcasts, comprising:
  - electronically accessing at least one electronically stored record indicating, directly or indirectly, at least times for ads broadcast in a past period;
  - automatically generating a client report including at least a time for a broadcast of an ad in a period; and
  - automatically transmitting the report to an advertising client.
2. (Original) The method of claim 1 including accessing an electronically stored record generated at least in part by broadcast inserter equipment and accessing an electronically stored record generated at least in part by a traffic and billing system.
3. (Original) The method of claim 1 that includes automatically generating and transmitting a plurality of reports.
4. (Original) The method of claim 1 wherein transmitting is at least by one of fax and email.
5. (Original) The method of claim 1 wherein transmitting includes a banner.
6. (Original) The method of claim 1 that includes automatically transmitting report information to an account manager for the client.
7. (Currently Amended) A system method for assessing broadcast advertising, comprising:
  - electronically accessing at least one verified file log;
  - automatically compiling a verified broadcast report ~~by~~ according to advertising client; and
  - automatically transmitting the report to a client.
8. (Currently Amended) The system method of claim 7, including electronically accessing at least one Schedule Log.
9. (Currently Amended) The system method of claim 8 including:
  - outputting a measure of the effectiveness of a broadcast media in executing advertising in accordance with a Schedule Log.